

# INVOICE



**WPBF**  
**3970 RCA Boulevard**  
**Suite 7007**  
**Palm Beach Gardens, FL 33410**  
**Main: (561)694-2525**  
**Billing: (407)389-7661**

www.thewpbfchannel.com

Billing Address:

**Mundy Katowitz Media**  
**Attention: Accounts Payable**  
**1322 G Street SE**  
**4th Floor**  
**Washington, DC 20003**

Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

| Invoice # | Invoice Date | Invoice Month | Invoice Period      |
|-----------|--------------|---------------|---------------------|
| 966110-1  | 10/28/12     | October 2012  | 10/01/12 - 10/28/12 |

| Station | Account Executive | Sales Office    | Sales Region |
|---------|-------------------|-----------------|--------------|
| WPBF    | Mica Hansen       | HRP -Washington | National     |

| Advertiser            | Product              | Estimate Number |
|-----------------------|----------------------|-----------------|
| Priorities USA Action | PRIORITIES USA ACTIO | 1789            |

| Flight Dates        | Order # | Alt Order # |
|---------------------|---------|-------------|
| 10/23/12 - 10/29/12 | 966110  | 06388127    |

| Billing Calendar | Billing Type | Deal # |
|------------------|--------------|--------|
| Broadcast        | Cash         |        |

| Special Handling |
|------------------|
|                  |

| IDB # | Advertiser Code | Product Code |
|-------|-----------------|--------------|
|       | 321             | 340          |

| Agency Ref | Advertiser Ref |
|------------|----------------|
|            |                |

| Line  | Start Date        | End Date        | Description              | Start/End Time    | MTWTFSS                      | Length         | Spots/<br>Week | Rate        | Type          |
|---|-------------------|-----------------|--------------------------|-------------------|------------------------------|----------------|----------------|-------------|---------------|
| 1   | 10/26/12          | 10/26/12        | THE CHEW                 | 1P-2P             | ----1--                      | 1:00           | 1              | \$1,100.00  | NM            |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                          |                   |                              |                |                |             |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>           | <u>Spots/Week</u> | <u>Rate</u>                  |                |                |             |               |
|   | 10/22/12          | 10/28/12        | ----1--                  | 1                 | \$1,100.00                   |                |                |             |               |
| Spots: #  | Ch                | Day             | Air Date                 | Air Time          | Description                  | Start/End Time | Length         | Ad-ID       | Rate Type     |
| 1   | WPBF              | F               | 10/26/12                 | 1:29 PM           | THE CHEW                     | 1P-2P          | 1:00           | PRATV12-03H | \$1,100.00 NM |
| 2   | 10/26/12          | 10/26/12        | ACCESS HOLLYWOOD         | 106x-136x         | ----1--                      | 1:00           | 1              | \$50.00     | NM            |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                          |                   |                              |                |                |             |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>           | <u>Spots/Week</u> | <u>Rate</u>                  |                |                |             |               |
|   | 10/22/12          | 10/28/12        | ----1--                  | 1                 | \$50.00                      |                |                |             |               |
| Spots: #  | Ch                | Day             | Air Date                 | Air Time          | Description                  | Start/End Time | Length         | Ad-ID       | Rate Type     |
| 1   | WPBF              | F               | 10/26/12                 | 1:31 AM           | ACCESS HOLLYWOOD             | 106x-136x      | 1:00           | PRATV12-03H | \$50.00 NM    |
| 3   | 10/26/12          | 10/26/12        | 1230-1P Access Hollywood | 1230-1p           | ----1--                      | 1:00           | 1              | \$950.00    | NM            |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                          |                   |                              |                |                |             |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>           | <u>Spots/Week</u> | <u>Rate</u>                  |                |                |             |               |
|   | 10/22/12          | 10/28/12        | ----1--                  | 1                 | \$950.00                     |                |                |             |               |
| Spots: #  | Ch                | Day             | Air Date                 | Air Time          | Description                  | Start/End Time | Length         | Ad-ID       | Rate Type     |
| 1   | WPBF              | F               | 10/26/12                 | 12:54 PM          | 1230-1P Access Hollywood     | 1230-1p        | 1:00           | PRATV12-03H | \$950.00 NM   |
| 4   | 10/26/12          | 10/26/12        | 4:30a-5a                 | 430a-5a           | ----1--                      | 1:00           | 1              | \$130.00    | NM            |
| Class of Time - Pre-emptible with notice                |                   |                 |                          |                   |                              |                |                |             |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>           | <u>Spots/Week</u> | <u>Rate</u>                  |                |                |             |               |
|   | 10/22/12          | 10/28/12        | ----1--                  | 1                 | \$130.00                     |                |                |             |               |
| Spots: #  | Ch                | Day             | Air Date                 | Air Time          | Description                  | Start/End Time | Length         | Ad-ID       | Rate Type     |
| 1   | WPBF              | F               | 10/26/12                 | 4:45 AM           | 4:30a-5a                     | 430a-5a        | 1:00           | PRATV12-03H | \$130.00 NM   |
| 5   | 10/26/12          | 10/26/12        | WPBF News 25 Mornings    | 5:30-5:57am       | ----1--                      | 1:00           | 1              | \$750.00    | NM            |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                          |                   |                              |                |                |             |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>           | <u>Spots/Week</u> | <u>Rate</u>                  |                |                |             |               |
|   | 10/22/12          | 10/28/12        | ----1--                  | 1                 | \$750.00                     |                |                |             |               |
| Spots: #  | Ch                | Day             | Air Date                 | Air Time          | Description                  | Start/End Time | Length         | Ad-ID       | Rate Type     |
| 1   | WPBF              | F               | 10/26/12                 | 5:30 AM           | WPBF News 25 Mornings @ 5:30 | 5:30-5:57am    | 1:00           | PRATV12-03H | \$750.00 NM   |
| 6   | 10/26/12          | 10/26/12        | Good Morning America     | 7-9AM             | ----1--                      | 1:00           | 1              | \$2,400.00  | NM            |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                          |                   |                              |                |                |             |               |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>           | <u>Spots/Week</u> | <u>Rate</u>                  |                |                |             |               |
|   | 10/22/12          | 10/28/12        | ----1--                  | 1                 | \$2,400.00                   |                |                |             |               |
| Spots: #  | Ch                | Day             | Air Date                 | Air Time          | Description                  | Start/End Time | Length         | Ad-ID       | Rate Type     |
| 1   | WPBF              | F               | 10/26/12                 | 6:59 AM           | Good Morning America         | 7-9AM          | 1:00           | PRATV12-03H | \$2,400.00 NM |

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We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

|                       |                      |                        |                       |
|-----------------------|----------------------|------------------------|-----------------------|
| <u>Invoice #</u>      | <u>Invoice Date</u>  | <u>Invoice Month</u>   | <u>Invoice Period</u> |
| 966110-1              | 10/28/12             | October 2012           | 10/01/12 - 10/28/12   |
| <u>Advertiser</u>     | <u>Product</u>       | <u>Estimate Number</u> |                       |
| Priorities USA Action | PRIORITIES USA ACTIO | 1789                   |                       |

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| Line   | Start Date | End Date | Description          | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate       | Type |
|--|------------|----------|----------------------|----------------|---------|--------|----------------|------------|------|
| 6  | 10/26/12   | 10/26/12 | Good Morning America | 7-9AM          | ----1-- | 1:00   | 1              | \$2,400.00 | NM   |
| Class of Time - Fixed Non Pre-emptible   |            |          |                      |                |         |        |                |            |      |
| 9  | 10/27/12   | 10/27/12 | ACCESS HOLLYWOOD     | ACCESS HOLLYW  | -----1- | 1:00   | 1              | \$100.00   | NM   |
| Class of Time - Pre-emptible with notice   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$100.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 1:01 AM ACCESS HOLLYWOOD WKND ACCESS HOLLYW 1:00 PRATV12-03H \$100.00 NM |            |          |                      |                |         |        |                |            |      |
| 10   | 10/27/12   | 10/27/12 | Sat 5-6am News       | Sat 5-6am      | -----1- | 1:00   | 1              | \$400.00   | NM   |
| Class of Time - Fixed Non Pre-emptible   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$400.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 5:44 AM Sat 5-6am News Sat 5-6am 1:00 PRATV12-03H \$400.00 NM            |            |          |                      |                |         |        |                |            |      |
| 11   | 10/27/12   | 10/27/12 | Sat 6-7am News       | Sat 6-7am      | -----1- | 1:00   | 1              | \$550.00   | NM   |
| Class of Time - Pre-emptible with notice   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$550.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 5:59 AM Sat 6-7am News Sat 6-7am 1:00 PRATV12-03H \$550.00 NM            |            |          |                      |                |         |        |                |            |      |
| 12   | 10/27/12   | 10/27/12 | Sat 7pm News         | 7-730pm        | -----1- | 1:00   | 1              | \$2,000.00 | NM   |
| Class of Time - Fixed Non Pre-emptible   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$2,000.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 Sat 7pm News 7-730pm :00 <del>\$2,000.00</del> NM<br>Credited            |            |          |                      |                |         |        |                |            |      |
| 13   | 10/27/12   | 10/27/12 | GMA Saturday 7-8am   | Sat 7am-8am    | -----1- | 1:00   | 1              | \$1,800.00 | NM   |
| Class of Time - Fixed Non Pre-emptible   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$1,800.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 7:29 AM GMA Saturday 7-8am Sat 7am-8am 1:00 PRATV12-03H \$1,800.00 NM    |            |          |                      |                |         |        |                |            |      |
| 14   | 10/27/12   | 10/27/12 | Sat Jeopardy         | Sat 7:30-8PM   | -----1- | 1:00   | 1              | \$3,600.00 | NM   |
| Class of Time - Fixed Non Pre-emptible   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$3,600.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 Sat Jeopardy Sat 7:30-8PM :00 <del>\$3,600.00</del> NM<br>Credited       |            |          |                      |                |         |        |                |            |      |
| 15   | 10/27/12   | 10/27/12 | Sat 8-9am News       | Sat 8-9am      | -----1- | 1:00   | 1              | \$1,400.00 | NM   |
| Class of Time - Fixed Non Pre-emptible   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1- 1 \$1,400.00  |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Sa 10/27/12 8:13 AM Sat 8-9am News Sat 8-9am 1:00 PRATV12-03H \$1,400.00 NM          |            |          |                      |                |         |        |                |            |      |
| 16   | 10/28/12   | 10/28/12 | Chris Matthews       | Sun 10-10:30AM | -----1  | 1:00   | 1              | \$800.00   | NM   |
| Class of Time - Pre-emptible with notice   |            |          |                      |                |         |        |                |            |      |
| Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u><br>10/22/12 10/28/12 -----1 1 \$800.00   |            |          |                      |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type<br>1 WPBF Su 10/28/12 10:28 AM Chris Matthews Sun 10-10:30AM 1:00 PRATV12-03H \$800.00 NM      |            |          |                      |                |         |        |                |            |      |

## INVOICE



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

| Invoice #             | Invoice Date         | Invoice Month   | Invoice Period      |
|-----------------------|----------------------|-----------------|---------------------|
| 966110-1              | 10/28/12             | October 2012    | 10/01/12 - 10/28/12 |
| Advertiser            | Product              | Estimate Number |                     |
| Priorities USA Action | PRIORITIES USA ACTIO | 1789            |                     |

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| Line  | Start Date        | End Date        | Description                   | Start/End Time         | MTWTFSS               | Length        | Spots/<br>Week | Rate        | Type        |
|---|-------------------|-----------------|-------------------------------|------------------------|-----------------------|---------------|----------------|-------------|-------------|
| 17  | 10/28/12          | 10/28/12        | Sun 5-6am News                | Sun 5-6am              | -----1                | 1:00          | 1              | \$400.00    | NM          |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | -----1                        | 1                      | \$400.00              |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Su   |                   | 10/28/12        | 5:26 AM                       | Sun 5-6am News         | Sun 5-6am             | 1:00          | PRATV12-03H    | \$400.00    | NM          |
| 18  | 10/28/12          | 10/28/12        | Sun 6-7am News                | Sun 6-7am              | -----1                | 1:00          | 1              | \$600.00    | NM          |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | -----1                        | 1                      | \$600.00              |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Su   |                   | 10/28/12        | 6:31 AM                       | Sun 6-7am News         | Sun 6-7am             | 1:00          | PRATV12-03H    | \$600.00    | NM          |
| 19  | 10/28/12          | 10/28/12        | Sun 8-9am News                | Sun 8-9am              | -----1                | 1:00          | 1              | \$1,400.00  | NM          |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | -----1                        | 1                      | \$1,400.00            |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Su   |                   | 10/28/12        | 8:11 AM                       | Sun 8-9am News         | Sun 8-9am             | 1:00          | PRATV12-03H    | \$1,400.00  | NM          |
| 20  | 10/25/12          | 10/25/12        | 10-11a Anderson Cooper 10-11a | 10-11a                 | ---1---               | 1:00          | 1              | \$1,000.00  | NM          |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | ---1---                       | 1                      | \$1,000.00            |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Th   |                   | 10/25/12        | 10:33 AM                      | 10-11a Anderson Cooper | 10-11a                | 1:00          | PRATV12-03H    | \$1,000.00  | NM          |
| 21  | 10/25/12          | 10/25/12        | Jimmy Kimmel                  | 12:06-01:06AM          | ---1---               | 1:00          | 1              | \$250.00    | NM          |
| Class of Time - Pre-emptible with notice                |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | ---1---                       | 1                      | \$250.00              |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Th   |                   | 10/25/12        | 12:46 AM                      | Jimmy Kimmel           | 12:06-01:06AM         | 1:00          | PRATV12-03H    | \$250.00    | NM          |
| 22  | 10/25/12          | 10/25/12        | WPBF News 25 @ 5am            | 5-530am                | ---1---               | 1:00          | 1              | \$550.00    | NM          |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | ---1---                       | 1                      | \$550.00              |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Th   |                   | 10/25/12        | 5:13 AM                       | WPBF News 25 @ 5am     | 5-530am               | 1:00          | PRATV12-03H    | \$550.00    | NM          |
| 23  | 10/23/12          | 10/23/12        | Jimmy Kimmel                  | 12:06-01:06AM          | -1-----               | 1:00          | 1              | \$250.00    | NM          |
| Class of Time - Pre-emptible with notice                |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | -1-----                       | 1                      | \$250.00              |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Tu   |                   | 10/23/12        | 1:03 AM                       | Jimmy Kimmel           | 12:06-01:06AM         | 1:00          | PRATV12-03H    | \$250.00    | NM          |
| 24  | 10/23/12          | 10/23/12        | WPBF News 25 Mornings 6-7AM   | 6-7AM                  | -1-----               | 1:00          | 1              | \$1,700.00  | NM          |
| Class of Time - Fixed Non Pre-emptible                  |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | -1-----                       | 1                      | \$1,700.00            |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |
| 1 WPBF Tu   |                   | 10/23/12        | 6:23 AM                       | WPBF News 25 Mornings  | 6-7AM                 | 1:00          | PRATV12-03H    | \$1,700.00  | NM          |
| 25  | 10/24/12          | 10/24/12        | ACCESS HOLLYWOOD 106x-136x    | 106x-136x              | --1----               | 1:00          | 1              | \$50.00     | NM          |
| Class of Time - Immediately Pre-emptible without notice |                   |                 |                               |                        |                       |               |                |             |             |
| Weeks:  | <u>Start Date</u> | <u>End Date</u> | <u>MTWTFSS</u>                | <u>Spots/Week</u>      | <u>Rate</u>           |               |                |             |             |
|   | 10/22/12          | 10/28/12        | --1----                       | 1                      | \$50.00               |               |                |             |             |
| Spots: # Ch   | <u>Day</u>        | <u>Air Date</u> | <u>Air Time</u>               | <u>Description</u>     | <u>Start/End Time</u> | <u>Length</u> | <u>Ad-ID</u>   | <u>Rate</u> | <u>Type</u> |

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

**WPBF**  
**PO Box 26885**  
**Lehigh Valley, PA 18002-6885**

# INVOICE

| Invoice #             | Invoice Date         | Invoice Month   | Invoice Period      |
|-----------------------|----------------------|-----------------|---------------------|
| 966110-1              | 10/28/12             | October 2012    | 10/01/12 - 10/28/12 |
| Advertiser            | Product              | Estimate Number |                     |
| Priorities USA Action | PRIORITIES USA ACTIO | 1789            |                     |

www.thewpbfchannel.com

| Line  | Start Date | End Date | Description                | Start/End Time | MTWTFSS | Length | Spots/<br>Week | Rate       | Type |
|---|------------|----------|----------------------------|----------------|---------|--------|----------------|------------|------|
| 25  | 10/24/12   | 10/24/12 | ACCESS HOLLYWOOD 106x-136x |                | --1---- | 1:00   | 1              | \$50.00    | NM   |
| Class of Time - Immediately Pre-emptible without notice   |            |          |                            |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type             |            |          |                            |                |         |        |                |            |      |
| 1 WPBF W 10/24/12 1:22 AM ACCESS HOLLYWOOD 106x-136x 1:00 PRATV12-03H \$50.00 NM                |            |          |                            |                |         |        |                |            |      |
| 26  | 10/24/12   | 10/24/12 | 1230-1P Access Hollywood   | 1230-1p        | --1---- | 1:00   | 1              | \$950.00   | NM   |
| Class of Time - Fixed Non Pre-emptible  |            |          |                            |                |         |        |                |            |      |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate  |            |          |                            |                |         |        |                |            |      |
| 10/22/12 10/28/12 --1---- 1 \$950.00  |            |          |                            |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type             |            |          |                            |                |         |        |                |            |      |
| 1 WPBF W 10/24/12 12:41 PM 1230-1P Access Hollywood 1230-1p 1:00 PRATV12-03H \$950.00 NM        |            |          |                            |                |         |        |                |            |      |
| 27  | 10/24/12   | 10/24/12 | 4:30a-5a                   | 430a-5a        | --1---- | 1:00   | 1              | \$130.00   | NM   |
| Class of Time - Pre-emptible with notice  |            |          |                            |                |         |        |                |            |      |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate  |            |          |                            |                |         |        |                |            |      |
| 10/22/12 10/28/12 --1---- 1 \$130.00  |            |          |                            |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type             |            |          |                            |                |         |        |                |            |      |
| 1 WPBF W 10/24/12 4:40 AM 4:30a-5a 430a-5a 1:00 PRATV12-03H \$130.00 NM                         |            |          |                            |                |         |        |                |            |      |
| 28  | 10/24/12   | 10/24/12 | WPBF News 25 Mornings      | 5:30-5:57am    | --1---- | 1:00   | 1              | \$750.00   | NM   |
| Class of Time - Fixed Non Pre-emptible  |            |          |                            |                |         |        |                |            |      |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate  |            |          |                            |                |         |        |                |            |      |
| 10/22/12 10/28/12 --1---- 1 \$750.00  |            |          |                            |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type             |            |          |                            |                |         |        |                |            |      |
| 1 WPBF W 10/24/12 5:29 AM WPBF News 25 Mornings @ 5:30 5:30-5:57am 1:00 PRATV12-03H \$750.00 NM |            |          |                            |                |         |        |                |            |      |
| 29  | 10/24/12   | 10/24/12 | Good Morning America       | 7-9AM          | --1---- | 1:00   | 1              | \$2,400.00 | NM   |
| Class of Time - Fixed Non Pre-emptible  |            |          |                            |                |         |        |                |            |      |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate  |            |          |                            |                |         |        |                |            |      |
| 10/22/12 10/28/12 --1---- 1 \$2,400.00  |            |          |                            |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type             |            |          |                            |                |         |        |                |            |      |
| 1 WPBF W 10/24/12 7:49 AM Good Morning America 7-9AM 1:00 PRATV12-03H \$2,400.00 NM             |            |          |                            |                |         |        |                |            |      |
| 30  | 10/24/12   | 10/24/12 | Dr. Oz M-F 9-10a           | 9-10a          | --1---- | 1:00   | 1              | \$1,000.00 | NM   |
| Class of Time - Fixed Non Pre-emptible  |            |          |                            |                |         |        |                |            |      |
| Weeks: Start Date End Date MTWTFSS Spots/Week Rate  |            |          |                            |                |         |        |                |            |      |
| 10/22/12 10/28/12 --1---- 1 \$1,000.00  |            |          |                            |                |         |        |                |            |      |
| Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type             |            |          |                            |                |         |        |                |            |      |
| 1 WPBF W 10/24/12 9:24 AM Dr. Oz M-F 9-10a 9-10a 1:00 PRATV12-03H \$1,000.00 NM                 |            |          |                            |                |         |        |                |            |      |
| Total Spots   |            |          |                            |                |         |        | 26             |            |      |

## Payment Terms 30 Days

|                          |                    |
|--------------------------|--------------------|
| <u>Gross Total</u>       | <b>\$21,860.00</b> |
| <u>Agency Commission</u> | <b>\$3,279.00</b>  |
| <u>Net Amount Due</u>    | <b>\$18,581.00</b> |